

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 03857 121317Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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P R 121234Z SEP 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 1659

UNCLAS STOCKHOLM 3857

E.O. 11652: N/A
TAGS: BEXP, BFOL, SW
SUBJECT: ADS REQUEST: PIONEER MAGNETICS INC., SANTA MONICA, CA -
FOLLOW-UP

REF: STOCKHOLM 3265, STOCKHOLM 3742

THE FOLLOWING FIRM HAS ALSO INDICATED INTEREST IN THIS OFFER:

1. LRE RELA ELEKTRONIK AB
GJUTARPLAN 39
S-175 71 JARFALLA, SWEDEN
CONTACT: MR. BENGT LINDBERG, MANAGING DIRECTOR
TELEPHONE: 0758/515 70
TELEX: 10241 LRE S
2. THIS FIRM, WHICH HAS SHARE CAPITAL OF SKR 50 THOUSAND,
ANNUAL TURNOVER OF SKR 3 MILLION, AND TWO EMPLOYEES, IS
A WHOLLY-OWNED SUBSIDIARY OF LRE RELAIS ELETRONIK GMBH,
W. GERMANY, WHICH A SUBSIDIARY OF LEACH CORPORATION, LOS
ANGLES, CA. THE SWEDISH COMPANY MARKETS RELAYS, PRESSURE
SWITCHES, LIGHT INDICATORS, CONTACTORS, AND ELECTRO-MED-
ICAL EQUIPMENT FOR ITS PARENT COMPANIES AND FOR KORRY
MANUFACTURING CO., WHICH IT ALSO REPRESENTS. THE
FIRM WANTS TO EXPAND ITS LINE OF PRODUCTS AND IS THERE-
FORE SEEKING OTHER AGENCIES. MR. LINDBERG BELIEVES
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THAT HE COULD SELL PIONEER MAGNETICS
PRODUCTS IN SWEDEN, IF THE PRICES ARE COMPE-
TITIVE. SIMILAR PRODUCTS MADE BY PHILLIPS AND
ULVECO ARE SUCCESSFULLY MARKETING IN SWEDEN. MR.
LINDBERG WOULD LIKE TO OBTAIN PRICE LISTS BEFORE
DISCUSSING AN AGENCY AGREEMENT. ACCORDING TO
LOCAL CREDIT SOURCES THE FIRM IS FINANCIALLY

SOUND AND AMPLE OPERATION FUNDS ARE AVAILABLE
THROUGH ITS PARENT COMPANIES. MR. LINDBERG
HAS A GOOD BUSINESS REPUTATION. RECOMMENDED
TRADE CONTACT.
PREPARED BY: GLANDER APPROVED BY: TRUMME.
PERRY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 12-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Subject: ADS REQUEST: PIONEER MAGNETICS INC., SANTA MONICA, CA - FOLLOW-UP
TAGS: BEXP, BFOL, SW
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